

BASIL DAMUKAITIS

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CAREER PROFILE

Revenue driven, 20+ years' experienced Regional Director of Sales and Marketing for *Fortune Global 500* companies providing capital equipment to the healthcare industry. Establishes multimillion-dollar sales territories, develops new product marketing strategies to grow market share and increase profit margins. A team builder who sources and leads top sales talent (5-9), optimizes KOLs, and introduces new technologies.

SELECT CAREER HIGHLIGHTS

- Won 13 facility healthcare system IDN addressing Joint Commission, EOC violations by providing equipment that required 50% less maintenance, and reduced repair times 75%
- Rescued contract losing \$12,250 to generating net profit of \$34,300 in 2 years by increasing contract price 13%, reducing labor cost, eliminating free repairs, and adding new services
- Increased margins 24% (\$754,000) by improving response time 40%, improving client satisfaction 60%, streamlining distribution management processes and restructuring scheduling protocols
- Established new Chicago territory signing 59 accounts that generated over \$3M in new revenue in 2 years

RELEVANT PROFESSIONAL EXPERIENCE

INTERSTELLAR DIGITAL MARKETING, Chicago, IL **09/2021 – Present**
Provides digital marketing and in-house print media. Developed proprietary analytics, software tracking.

Director of Sales and Content Strategy (*Contract Position*)

Leads sales team of 7, manage branding, content for all accounts. Develop creative strategies to increase brand awareness, customer loyalty. Optimizes workflows across all departments and oversees analytics to measure success. Results driven innovator and collaborator who ensures the highest level of customer service.

- Sourced, onboarded 10 new businesses, (\$2M+) introducing new marketing strategies
- Developed 2 new business and marketing plans (physical fitness, home improvement)
- Created white glove service revenue stream that realized an additional \$825K

ATLAS COPCO, BEACON MEDAES, Chicago, IL **07/2015 – 03/2020**
A *Fortune Global 500* medical capital equipment manufacturer of laboratory and medical gas systems.

Regional Sales Manager: IL, MI, WI

Led sales team (9) selling medical capital equipment to 500+ healthcare C-Suites, Directors, Clinical Managers, for Anesthesiology, Critical Care, Respiratory, Trauma Units. Managed and expanded territory and full sales cycle, and OEM accounts. Negotiated IDN contracts.

- Over Plan: 2017-2019 (YOY 111%: From \$2.4 to \$3.5 M); at plan 2016 (\$2.4M)
- Grew market share 9% (38 new facilities) by increasing sales team (from 5 to 9)
- Increased profit margins YOY 7.9% (\$1.5M) creating client solutions to existing needs
- Realized 15 competitive conversions introducing new technologies and building value
- Established 13 Key Opinion Leaders by introducing new disruptive technologies
- Developed new revenue streams responsible for additional \$975K YOY in ASC market

CARROLL SEATING/CARROLL SOLUTIONS, Chicago, Illinois **05/2013 – 07/2015**
Acute Care, Laboratory capital equipment provider, lab planner and distributor for Labconco, Dupont *et al.*

Director of New Business Development

Hired to begin a healthcare profit center. Responsible for full sales cycle of lab equipment from initial contact to installation. Designed, sold headwalls and devices for perioperative and acute care.

- Generated \$2.9M in revenues in 2 years
- Won largest contract in company history (\$1.9M)
- Negotiated 14 new hospital and diagnostic laboratory projects.
- Pioneered use of new infection resistant technology for hospital surfaces

COMPLIANT HEALTHCARE TECHNOLOGIES, Chicago, Illinois **01/2010 – 03/2013**
Start-up who developed proprietary software compliance program for healthcare. Equipment distributor for BeaconMedaes and other acute care equipment manufacturers.

Territory Manager: IA, IL, IN, WI

Established Midwest territory, directed office operational budget (\$950K), led team of (5). Managed full sales cycle selling medical capital equipment into OR and critical care: cold calling, needs assessment, contract negotiation, installation, and systems certification.

- President's Club 2011, 2012: Ranked #1 in company sales force (of 8)
- Won largest contract in company history (\$1.2M)
- Grew new territory to 59 accounts, generated over \$3M in revenue in 3 years
- Rescued \$215K in annual profits revising pricing strategies (from loss of \$32K)

ST. LOUIS ABBEY/ST. LOUIS PRIORY SCHOOL, St. Louis, MO **08/1991 – 06/2000**
Benedictine monastery that administers a nationally recognized college preparatory day school for boys.

Benedictine monk/Teacher

Form IV English, History and Theology teacher, moderator for student organizations, senior thesis advisor. Monastery kitchen master, Master of Liturgical Ceremonies, Sacristan, Infirmarian.

- Developed theology curriculum using pop culture movies and multimedia pedagogy
- Mentored 11 students to receive scholarships to Ivy League universities
- Directed staff of 12 for the 1999 Papal Visit of Pope St. John Paul II

CORE COMPETENCIES

Core competencies include: Copywriting, C-Suites, Start-Ups, Strategic Partnerships, New Product Launches, New Business Development, Sales Training, Sales Leadership, Presentations, Capital Equipment Sales, KOLs, Outside Sales, Marketing, Consultative Selling, Solutions Selling, Contract Negotiations, Team Building, Process Improvements, Project Management, and Relationship Management.

EDUCATION

M.A. Historical Theology: St. Louis University, St. Louis, Missouri

B. A. Philosophy: Borromeo College Seminary of Ohio, Cleveland, Ohio

PROFESSIONAL INVOLVEMENT AND VOLUNTEER ACTIVITIES

Presentations:

- **ASHE and ASPE Conference speaker:** *Medical Gas System Certifications (2017); Changes in NFPA Code, 2012-2017 (2019), Medical Gas System Design Guide Seminar: 2017, 2019*

Published:

- **"Computerized Medical Gas Delivery Systems,"** *Joint Commission Resources* (Oct. 2011)

Volunteering:

- **CASA Court Appointed Special Advocate:** *Guardian ad litem* for displaced children in foster care (St. Louis)
- **Sovereign Order of Malta**, Federal Association, USA: *World's oldest medical mission in 120 countries:*
Started Chicago Auxiliary Members Chapter numbering 20 members (2020)
Chair, Fundraising Committee: Led funding campaign for children with special needs (2020)
Pallbearers for the Homeless, Forgotten and Veterans (2022)